

**Application No.: 09/843,145****Docket No.: 30014343 US (1509-179)****AMENDMENTS TO THE ABSTRACT:**

Please rewrite the Abstract as indicated below:

A mobile telephone of an advertiser broadcasts an advertisement over a wireless short range piconet link to a mobile telephone of a consumer. The advertisement is broadcast with a predetermined set of classification tags. The consumer phone has a filter set to accept only certain advertisements. When an advertisement of interest is received by the consumer phone it requests further details automatically via the piconet link and the advertiser phone provides the further details automatically via the piconet link. The consumer phone replies to the advertisement by sending a reply message to a broker device that changes (i.e., modifies or augments the reply message text) and communicates the changed reply message to the advertiser.